



Memo for any day:

**"It's time to check
your Philip Morris stock."**

In the first 6 months of this year, Philip Morris unit sales grew by 6 billion cigarettes...more than the rest of the industry combined.

And only Philip Morris has posted increases in both unit sales and market share for every year since 1970. Proof that Philip Morris is keeping old friends and making new ones faster than

anyone else in the tobacco industry.

So, if those loyal smokers don't see Philip Morris brands in your machines, you'll be losing sales and profits that somebody else will make.

Check your load plan, especially 100mm sizes. Be sure the correct Philip Morris brands are placed in your machines.

Source: Research Report, courtesy of Research Division of World Wide Securities, Inc.

**The Profit Makers come from
Philip Morris USA**

